



DAILY OVERVIEW

THURSDAY MARCH 13

7:00a Lobby BREAKFAST AND COFFEE – Located outside the Banquet Room

8:00 – 9:00a Banquet Room MORNING GENERAL SESSION
Lori Severson and WACO Office Staff

7:30a Top Shelf Bar NEW OWNER/ATTENDEE MEET-UP – *Hosted by the WACO Young Professionals*
Meet, greet and network with other newbies. Ask your questions and chat about how to get the most out of your time here at the 2025 Convention & Trade Show!

9:15a – 12:00p Session Rooms EDUCATION SESSIONS
Multiple sessions to choose from!

12:15 – 1:45p Banquet Room LEGISLATIVE LUNCH & LEARN SESSION
Presentation of colors, DATCP recognition and guest speakers, Evan Umpir, Director of Tax, Transportation & Legal Affairs; General Counsel at WMC & Jason Culotta, Director of Business Development – Food and Beverage at WDS Construction!

2:00 – 4:15p Session Rooms EDUCATION SESSIONS
Multiple sessions to choose from!

4:15p Lobby CASH BAR OPENS – BEER AND ROOTBEER TASTING BY POINT BREWERY

4:45p Banquet Room DINNER – BROUGHT TO YOU AND SERVED BY YOUR WACO BOARD OF DIRECTORS!
Sponsors: Vista Royale Campground, Evergreen Campsites, Merry Mac Campground and Tunnel Trail Campground!
This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!
Sponsored in part by Resort Forward – thank your for your sponsorship!

6:00p Banquet Room LEGISLATIVE EFFORTS UPDATE – With Tina Severson, WACO Office

6:30 – 8:30p Banquet Room PAC Auction – WACO PAC Fundraiser
Must be paid by personal check or cash – Must be paid prior to end of convention. NO BUSINESS CHECKS ALLOWED.

Auction Items Up For Bid Include:

- Taylor Swift Signed Print
- Bart Starr Signed Print
- Activity Basket
- Military Memorabilia
- \$500 Visa Gift card
- Mystery Box
- Jerry Kramer Signed Print
- (2) \$100 Amazon Card
- Booze Basket

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.

8:30p Amber Grill YP Social Hour – Join us for a drink to continue the roundtable conversations! (In PBR Room)

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



SEMINAR LINE UP

THURSDAY MARCH 13



	BANQUET ROOM	STONEFIELD	HARVEST	WOODLAND	TRILLIUM
8:00 – 9:00A	MORNING GENERAL SESSION – LOCATED IN THE BANQUET ROOM Lori Severson, Tina Severson and Danielle Todd, WACO Office				
9:15 – 10:45A	Top 5 Legal Issues In Campgrounds Today Anders Helquist and Bill Milne, Weld Riley	Campground Code Compliance: Common Violations You Should Know James Kaplanek, DATCP	Turning Campers Into Promoters: Building a Referral Network Kristine Valk	CPO POOL SCHOOL 9:15a-12:00p Mark Othmer, Neuman Pools	WACO Young Professionals Round Table Discussions Tia Anderson
11:00A – 12:00P	CLOSED FOR LUNCH SET-UP	Understanding Campground Pool Codes and Safety Standards Mary Ellen Bruesch, DATCP	The Art of Camper Hospitality: Building Loyalty Through Personal Touching or Simple Gestures Kristine Valk	Remaining coursework, and testing will begin mid-morning.	WACO Young Professionals Annual Meeting Tia Anderson
12:00 – 1:45P	LEGISLATIVE LUNCH & LEARN SESSION <ul style="list-style-type: none"> • Presentation of Colors and Salute to WACO Members who have served. • National Anthem – Veterans please stand to be recognized! – <i>Sung by Sarah Krause</i> • DATCP Awards and Recognition – <i>Lori Severson & Tina Severson to present to our honored guests with brief remarks from Assistant Deputy Secretary Mike Strigel</i> • Guest Speakers: Evan Umpir, WMC General Counsel & Director of Tax, Transportation, and Legal Affairs & Jason Culotta, Director of Business Development – Food and Beverage at WDS Construction 				
2:00 – 3:00P	Prevent and Survive Audit: Return Workpapers Holly Hoffman, Sales Tax Advisory Network	Summary of Proposed Rule Revisions for the Lodging Code: ATCP 72 Ted Tuchalski, DATCP	Handling Difficult Guests With Grace Kristine Valk	The Power of Tourism Economic Impact in Wisconsin, and The Importance of Camping Andrew Nussbaum	Tech-Savvy Campgrounds: Must-Have Tools and Apps Sarah Krause, Ben Stefan, Tia Anderson, LeaAnn Gieck
3:15 – 4:15P		Checklists For Inspection Success James Kaplanek, Ted Tuchalski, Mary Ellen Bruesch, DATCP	Leadership Training for Seasonal Staff Kristine Valk	Let's Talk Shop! Joe & Kristen Ledger and Richard Chandler	Successful Relationships with State and Federal Agencies Mark Hazelbaker

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 9:15A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Anders Helquist and Bill Milne Weld Riley	<p>TOP 5 LEGAL ISSUES IN CAMPGROUNDS TODAY</p> <p>Whether you're a seasoned campground owner, just getting started, or someone who simply loves the smell of legal briefs in the morning, grab a cup of coffee and enjoy an interactive discussion regarding some of the top legal issues with campgrounds today. From land use/zoning to contracts to the issues that can arise with campground guests, we'll cover the top issues we've seen campground owners deal with over the past year.</p>
Stonefield Room	James Kaplanek DATCP	<p>CAMPGROUND CODE COMPLIANCE: COMMON VIOLATIONS YOU SHOULD KNOW</p> <p>This workshop is designed for campground managers, staff, and owners to better understand the essential codes and regulations that ensure a safe and welcoming environment for guests. Through real-world examples, we will explore the most common violations found in campgrounds! Participants will gain insight into recognizing these violations, implementing corrective measures, and maintaining a campground that complies with local and national standards. Join us to learn practical solutions for improving compliance!</p>
Harvest Room	Kristine Valk	<p>TURNING CAMPERS INTO PROMOTERS: BUILDING A REFERRAL NETWORK</p> <p>In this session let's learn about how we can build a referral network of turning satisfied customers into promoters, leveraging happy customer s to grow your business, and learn how to use surveys to gain additional customers and build excitement!</p>
Woodland Room	Mark Othmer Neuman Pools	<p>CPO POOL SCHOOL</p> <p>Remaining coursework and testing. Testing will begin mid-morning.</p>
Trillium Room	Tia Anderson	<p>WACO YOUNG PROFESSIONALS ROUND TABLE DISCUSSIONS</p> <p>Join the WACO Young Professionals for an interactive roundtable session covering a variety of topics, including...</p> <ul style="list-style-type: none"> Millennial Burnout Social Media Blackouts Technology Troubles Bridging the Boomer Gap <p>...and more! Share your insights, swap strategies, and connect with peers as we navigate the challenges and opportunities of campground management together!</p>



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR LUNCH SET-UP	
Stonefield Room	Mary Ellen Bruesch DATCP	<p>UNDERSTANDING CAMPGROUND POOL CODES AND SAFETY STANDARDS</p> <p>This workshop focuses on the essential codes and regulations specific to campground pools. We will dive into the latest safety standards, health regulations, and operational best practices to ensure your pool area is compliant and safe for all guests. From water quality and sanitation to lifeguard requirements and emergency procedures, this session will provide the knowledge you need to navigate the complexities of pool operator codes.</p>
Harvest Room	Kristine Valk	<p>THE ART OF CAMPER HOSPITALITY: BUILDING LOYALTY THROUGH PERSONAL TOUCHING OR SIMPLE GESTURES</p> <p>In this session, learn and share how to build loyalty through personal touches and simple guesting that create lasting impressions. Discusses techniques for personalizing interactions with campers and engaging in sharing ideas and best practices with each other.</p>
Woodland Room	Mark Othmer Neuman Pools	<p>CPO POOL SCHOOL</p> <p>Remaining coursework and testing. Testing will begin mid-morning.</p>
Trillium Room	Tia Anderson	<p>WACO YOUNG PROFESSIONALS ANNUAL MEETING</p> <p>Open to all WACO Young Professional members and prospective members. Join us for our annual meeting as we discuss our group, our impact on the WACO organization, and plans for next year.</p>



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 2:00P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Holly Hoffman Sales Tax Advisory Network	PREVENT & SURVIVE AUDIT: RETURN WORKPAPERS Sales Tax Lady, Holly Hoffman, teaches you how to create audit proof sales and use tax return workpapers that verify your sales tax reporting against your income tax reporting so that you don't create audit flags. Reports will also identify mapping errors and other inconsistencies that your accountant may miss. 20-30 minutes per month (or quarter) is all it takes to secure your business. Find out how in this session!
Stonefield Room	Ted Tuchalski DATCP	SUMMARY OF PROPOSED RULE REVISIONS FOR THE LODGING CODE: ATCP 72 This presentation focuses on the latest proposed updates to the lodging code, ch. ATCP 72 Hotels, Motels, and Tourist Rooming Houses. We'll cover the rule-making process, the proposed rule revisions, and summarize feedback from the public hearings and comment period.
Harvest Room	Kristine Valk	HANDLING DIFFICULT GUESTS WITH GRACE In this session we will understand the common types of difficult guests and their behaviors and the impact they have on staff and others. Discuss de-escalation techniques through active listening and work through resolving conflict calmly.
Woodland Room	Andrew Nussbaum Travel Wisconsin	THE POWER OF TOURISM ECONOMIC IMPACT IN WISCONSIN, AND THE IMPORTANCE OF CAMPING Attracting visitors to our region requires a clear message about the experiences we offer and the great customer service we deliver. Join us for a discussion about marketing to today's travelers, how proper advertising funding matters, and how room tax works in your community. We will also discuss the ever-changing world of visual, social, and digital marketing, the importance of outdoor recreation, and the basics of welcoming guests when they arrive at our doorstep.
Trillium Room	Sarah Krause, Ben Stefan, Tia Anderson, LeaAnn Gieck	TECH-SAVVY CAMPGROUNDS: MUST-HAVE TOOLS AND APPS Stay ahead in the camping industry by embracing technology designed to enhance guest experiences and streamline operations. In this panel discussion, we will discuss various tools and apps that can revolutionize campground management, from reservation systems to guest engagement platforms. Learn how innovation can help you boost efficiency, delight campers, and future-proof your business for success. Whether you're tech-curious or ready to upgrade, this session is packed with practical advice to transform your campground into a tech-savvy destination.



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 3:15P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Holly Hoffman Sales Tax Advisory Network	PREVENT & SURVIVE AUDIT: RETURN WORKPAPERS Sales Tax Lady, Holly Hoffman, teaches you how to create audit proof sales and use tax return workpapers that verify your sales tax reporting against your income tax reporting so that you don't create audit flags. Reports will also identify mapping errors and other inconsistencies that your accountant may miss. 20-30 minutes per month (or quarter) is all it takes to secure your business. Find out how in this session!
Stonefield Room	DATCP Staff	CHECKLISTS FOR INSPECTION SUCCESS Inspections from any state agency can be overwhelming and stressful! Could our friends at DATCP highlight priority items to note, things you don't want to avoid, and how to pass your next inspection best? They sure can! Representatives from DATCP will conduct this panel to do just that! They've gathered ideas from our recent Fall Workshops and will run through the food, lodging, and pool inspections checklist in this session.
Harvest Room	Kristine Valk	LEADERSHIP TRAINING FOR SEASONAL STAFF In this session we'll discuss the unique challenges faced by seasonal staff and the importance of leadership training. The difference between Leading and Managing, Coach vs. Delegate, Resolve vs. Referee. At the end of the season can we ask ourselves did we foster positive work environment and did lead this seasons of team member better than last season?
Woodland Room	Joe & Kristen Ledger Lakeside Fire Campground Richard Chandler Glacier Valley	LET'S TALK SHOP! How do you keep on top of your maintenance tasks to avoid downtime or emergencies? The more organized and proactive you are, the less likely you'll find yourself in a bad situation! Systems may vary from tech-savvy to paper and pencil, and no approach is wrong as long as you HAVE a system! See examples of maintenance logs and addressing maintenance concerns - either on the spot or by being proactive.
Trillium Room	Mark Hazelbaker	SUCCESSFUL RELATIONSHIPS WITH STATE AND FEDERAL AGENCIES The DNR, DSPS and other agencies are not going to go away. This seminar explores why agencies act as they do and how to work with them effectively. We'll cover how to know what records to keep, how to communicate with agencies, and what happens if matters result in enforcement proceedings.